

BARCELONA DATA SHEET — 2017 —

MAIN ECONOMIC
INDICATORS FOR THE
BARCELONA AREA



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2017

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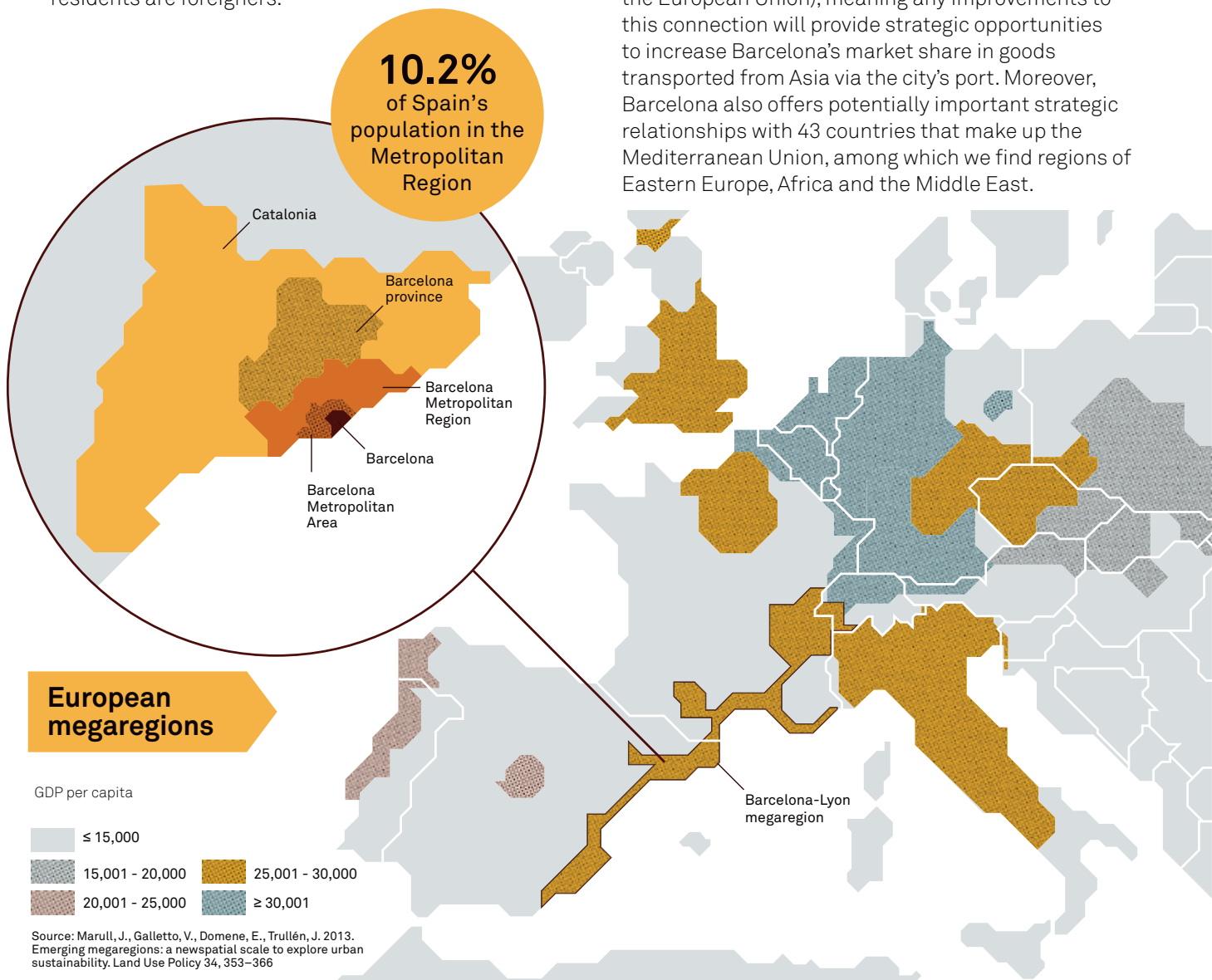
36 International positioning that adds value

Privileged location

Barcelona lies at the heart of a mega-region with 27 million inhabitants

- Barcelona, with more than 1.6 million inhabitants, is the capital of Catalonia and stands at the centre of a 2,500 km² metropolitan area with around 5 million people. The urban area accounts for 63.7% and 10.2% of the population of Catalonia and Spain, respectively.
- In relation to other consolidated metropolitan agglomerations, the population of the metropolitan area of Barcelona is about one-quarter of New York's, although it is higher than those of Boston, Berlin or Montreal.
- The cosmopolitan, diverse and intercultural nature of Barcelona is shown by the fact that 16.6% of the city's residents are foreigners.

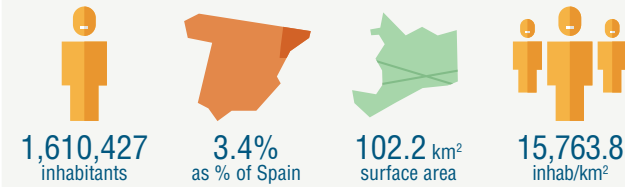
- Metropolitan regions grow beyond their geographical areas, creating mega-regions or polycentric metropolitan cities that become the natural economic unit of influence in a particular geographic area. In Southern Europe, one that stands out is the corridor formed between Barcelona-Lyon, with 27.3 million inhabitants and production worth more than €700,000m, placing it in a significant position among the twelve mega-regions in Europe.
- Barcelona enjoys easy access to large, dynamic markets: namely, the European Union's Common Market, which gives it access to 510 million people. It also forms part of the so-called Mediterranean Corridor axis, a trans-European transport network for goods with a direct impact on an area boasting 250 million inhabitants (50% of the population of the European Union), meaning any improvements to this connection will provide strategic opportunities to increase Barcelona's market share in goods transported from Asia via the city's port. Moreover, Barcelona also offers potentially important strategic relationships with 43 countries that make up the Mediterranean Union, among which we find regions of Eastern Europe, Africa and the Middle East.



POPULATION AND SURFACE AREA

Population and surface area, January 2016

Barcelona

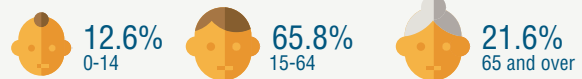


	POPULATION (INHABITANTS)	POPULATION AS % OF SPAIN	SURFACE AREA (KM ²)	DENSITY (INHAB/KM ²)
Metropolitan region*	4,793,592	10.2%	2,464.4	1,945.1
Catalonia	7,522,596	16.1%	32,108.0	234.3
Spain	46,771,341	100.0%	505,968.4	92.4

* Barcelonès, Baix Llobregat, Maresme, Vallès Oriental and Vallès Occidental
Source: Barcelona City Council's Department of Statistics, Idescat, INE

Barcelona's demographic indicators, 2016

Age structure



Life expectancy (2014)



Birth rate (2014)



Mortality rate (2014)



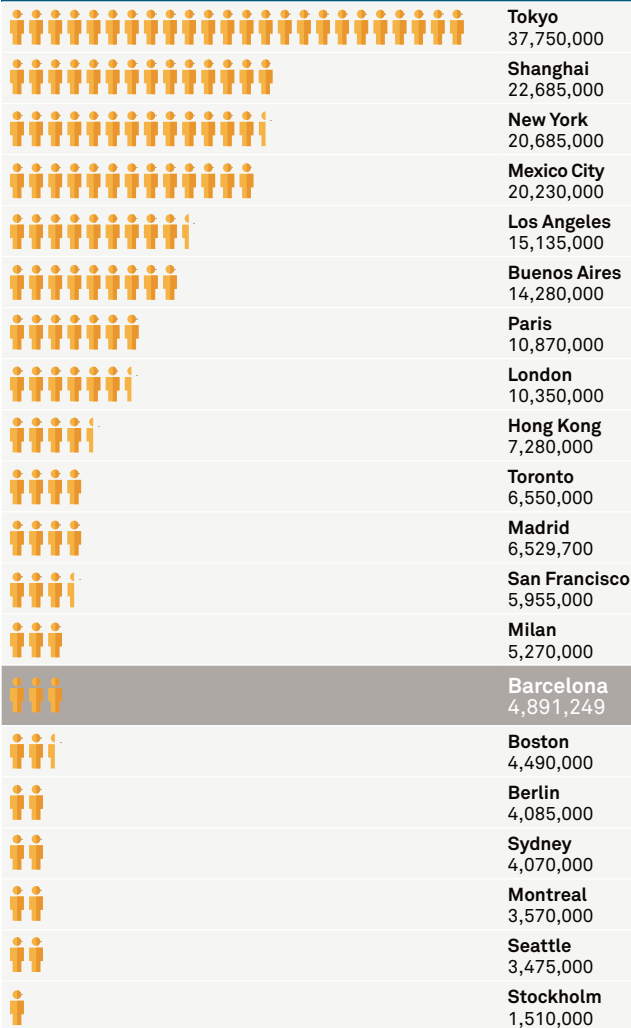
Fertility rate* (2014)



* Births per 1,000 women between 15 and 49 years old

Source: Statistics Department of Barcelona City Council, Barcelona's Public Health Agency Consortium

Population in 20 of the world's metropolitan agglomerations, 2016

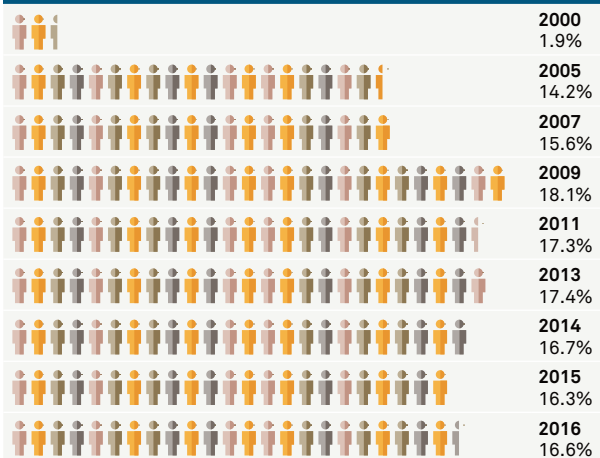


* Estimation in April 2016. For Barcelona, the official population data was taken on January 1st, 2016

Source: Demography World Urban Areas: 12th Annual Edition April 2016

FOREIGN POPULATION

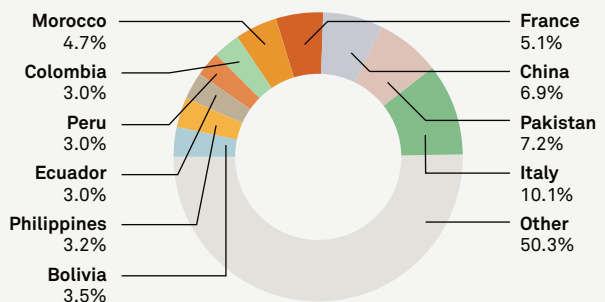
Percentage of foreigners over the total population



Note: data from January 1st of each year

Source: Barcelona City Council's Department of Statistics

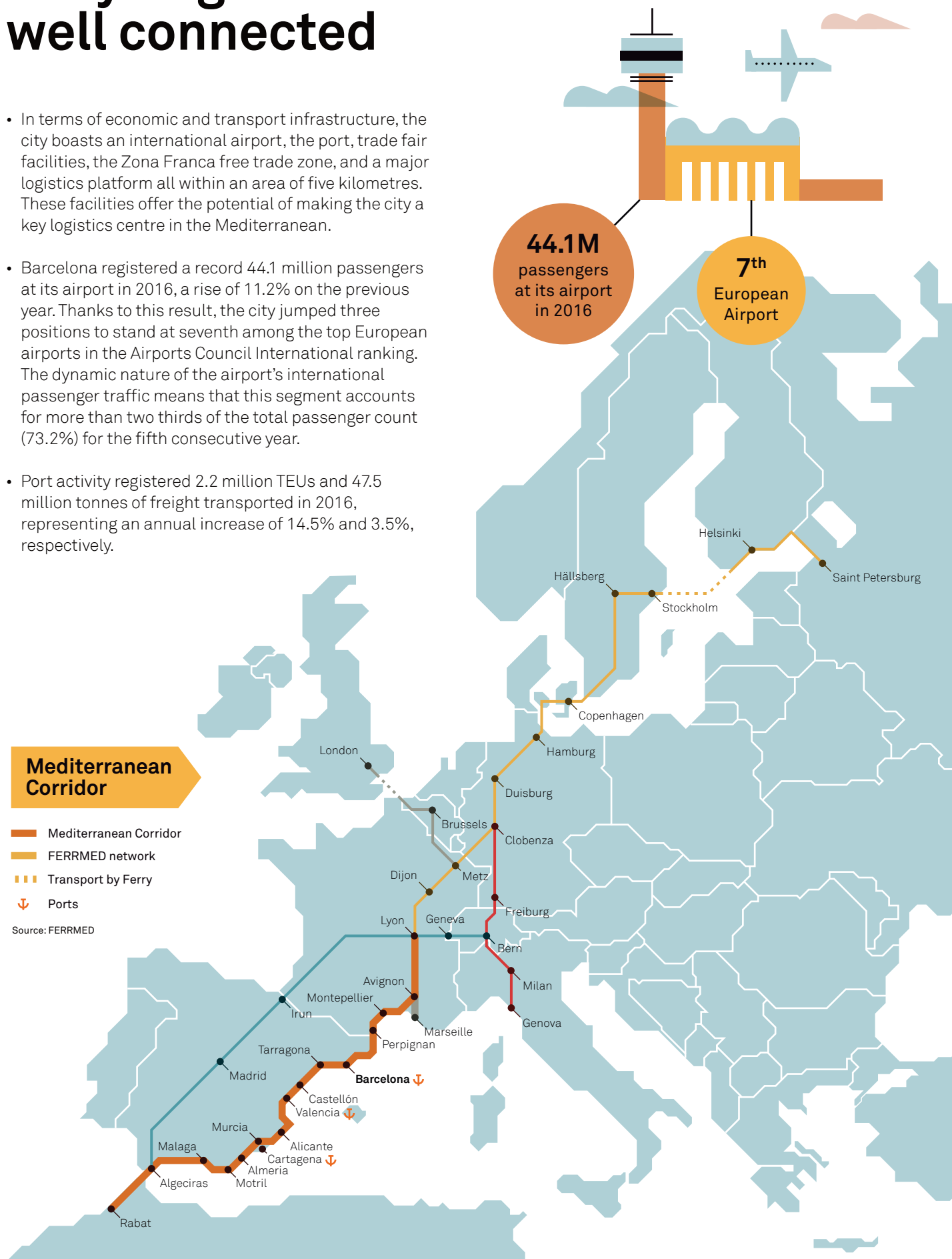
Foreign residents in Barcelona by country of origin, 2016 (%)



Source: Barcelona City Council's Department of Statistics

Easy to get to and well connected

- In terms of economic and transport infrastructure, the city boasts an international airport, the port, trade fair facilities, the Zona Franca free trade zone, and a major logistics platform all within an area of five kilometres. These facilities offer the potential of making the city a key logistics centre in the Mediterranean.
- Barcelona registered a record 44.1 million passengers at its airport in 2016, a rise of 11.2% on the previous year. Thanks to this result, the city jumped three positions to stand at seventh among the top European airports in the Airports Council International ranking. The dynamic nature of the airport's international passenger traffic means that this segment accounts for more than two thirds of the total passenger count (73.2%) for the fifth consecutive year.
- Port activity registered 2.2 million TEUs and 47.5 million tonnes of freight transported in 2016, representing an annual increase of 14.5% and 3.5%, respectively.



AIRPORT

Barcelona Airport

Passengers



Freight (tonnes)



Source: Spanish Airports and Air Navigation (AENA)

Busiest European airports in terms of passenger traffic, 2016

		VARIATION (%) 2016/15
	London Heathrow (LHR) 75,703,298	+1.0
	Paris Roissy (CDG) 65,933,145	+0.3
	Amsterdam (AMS) 63,625,664	+9.2
	Frankfurt (FRA) 60,786,937	-0.4
	Istanbul (IST) 60,119,215	-2.0
	Madrid (MAD) 50,420,583	+7.7
	Barcelona (BCN) 44,154,693	+11.2
	London Gatwick (LGW) 43,109,143	+7.0
	Munich (MUC) 42,277,692	+3.2
	Rome-Fiumicino (FCO) 41,738,662	+3.3

Source: Airports Council International. Airport Traffic Report, 2016 and the Air Route Development Committee of Barcelona (CDRA)

Barcelona Airport intercontinental flights, 2015



GEOGRAPHIC AREA	INCREASE 2014/2015	NUMBER OF PASSENGERS
North America	10.0%	952,580
Africa	4.0%	297,139
Middle East	19.5%	961,211
Latin America	21.7%	1,172,477
Asia	0.3%	155,140

Source: Aena

Barcelona - Madrid high-speed rail

Passengers (thousands)



Time



Source: Barcelona City Council Statistics Department

PORT OF BARCELONA

Traffic (millions)

	2015	2016
Freight (tonnes)	45.9	47.5
Containers (TEUs *)	2.0	2.2
Passengers	3.7	4.0

* TEU: Measurement of shipping capacity equivalent to one 20-foot container

Source: Port Authority

Infrastructure

Surface area



Docks and berths



Source: Port Authority

Cruise indicators

	2015	2016
Cruise passengers	2,541,373	2,683,594
Boarding	684,907	773,623
Disembarking	680,966	782,196
Traffic	1,175,500	1,127,775
Cruise ships	750	758

Source: Port Authority

The engine of a large diversified economic area

Barcelona is a dynamic economic engine with a diversified structure and international recognition

- Barcelona continues to develop its ability to attract businesses, employment, foreign investment and talent backed up by the city's strong international positioning.
- The city of Barcelona's Gross Domestic Product (GDP) was €42,200 per capita in 2015. According to estimates for 2015, the distribution of Gross Value Added per sector shows the importance of commerce and repairs (14.6% of the total), business services (12.7%), education services, healthcare and social services (12.1%), hotels and catering and information and communications (7.4% in both cases).
- In 2015, Catalonia generated a GDP of €214,927m, representing 19.9% of Spain's total. The same year, GDP per capita in Catalonia was 14% above that of the European Union.
- The GDP of Barcelona and Catalonia grew +3.2% (3rd quarter) and +3.5% in real terms respectively in 2016, which were the best results recorded in recent years.



Barcelona has an open economy that is connected to the world

- Foreign investment in productive capacity¹ in Catalonia was €4,905m in 2015, an annual increase of 61.4% and the second highest figure in the historical data series. FDI growth in Catalonia is clearly superior to that seen in Spain, where this indicator showed an increase of 18.5% compared to 2014.
- Furthermore, according to a recent FDI Markets report published by the Financial Times, between 2011 and the first half of 2016, Catalonia was the region that had the largest number of foreign investment projects in Spain, with 601 projects (37% of Spain's total) which involved a total investment of €14,532m, creating 38,385 direct jobs (accounting for 31% and 34% of Spain's results as a whole, respectively).
- Barcelona's attractiveness for foreign investment has been confirmed by several prestigious rankings: the Global Cities Investment Monitor 2016 by KPMG places Barcelona in eighth position among the main urban areas in the world in terms of attracting foreign investment projects in the period 2012-2016, recording more than 500 greenfield projects; also, according to the Attractiveness Survey Europe 2016, by Ernst and Young, Barcelona is the fifth most attractive city on the continent for international investments after London, Paris, Berlin and Amsterdam, but ahead of Munich, Frankfurt and Madrid.
- In 2016 Barcelona was chosen as the city with the best international business promotion in the world's top 124 regions by fDi Magazine, which is published by the Financial Times group. In the first edition of the fDi Strategy Awards, the magazine awarded the highest rating to Barcelona City Council's Department of City Promotion, making it the best investment promotion agency of the year.
- Catalonia is home to more than 6,450 foreign companies. The main countries of origin of these firms are Germany (12.6%), France (12.2%) and the USA (11.1%).
- In 2016, exports from the province of Barcelona reached a volume of €51,263.9m, representing -for the sixth consecutive year- a new record in the historical data series. Compared to the previous year, Barcelona's export sales grew by 2.2%, a similar figure to those of Catalonia and Spain (+2% and 1.9% respectively) given the backdrop of European Central Bank expansionary measures, the depreciation of the euro and overall improvements in competitiveness.
- The Barcelona area continues to lead Spain's export rankings, with a fifth (20.1%) of all exports. As well, the province of Barcelona has 42,157 companies that export, which accounts for 28.3% of the total in Spain.

¹ Investments in productive capacity do not take into account investments in holding companies, which are companies set up in Spain, and whose objective is to hold shares in foreign companies. The operations of these types of companies involve transfers within the same corporate group. The existence of the holding company is due to tax optimization strategies within the same group.

ECONOMIC ACTIVITY

Gross domestic product at market prices (GDP), 2015
(current prices in million €)

	GDP		GDP PER INHABITANT
	MILLIONS OF EUROS	THOUSANDS OF EUROS	INDEX CATALUNYA-100
Barcelona	66,952.2	42.2	146.0
Barcelona Metropolitan Region*	142,433.1	30.2	108.4

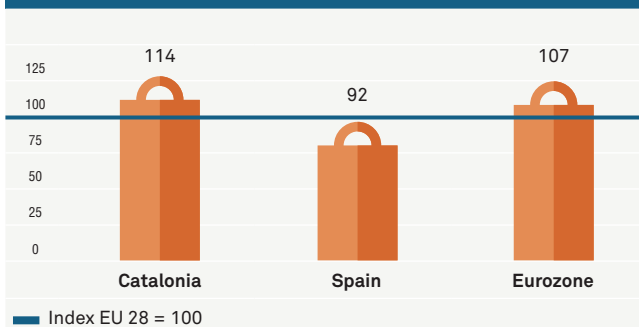
* GDP 2014. Base 2010. Value at market prices
Source: Statistics Institute of Catalonia

Gross domestic product at market prices, 2015
(current prices in million €)

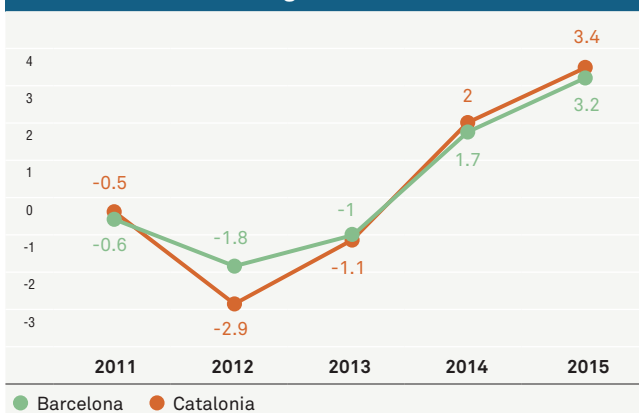
	CATALUNYA	SPAIN	(%) CAT/SP
2011	209,716	1,070,413	19.6
2012	204,727	1,042,872	19.6
2013	203,241	1,031,272	19.7
2014	206,776	1,041,160	19.9
2015	214,927	1,081,190	19.9

Source: Statistics Institute of Catalonia

GDP per capita in purchasing power parity, 2015



Source: Statistics Institute of Catalonia

GDP growth at constant prices in Barcelona,
2010-2015 (rate of change in volume %)

Source: Technical Programming Office at Barcelona City Council and Idescat

PRODUCTION SPECIALISATION

Production structure. Employees by economic sector,
2016 (%)

	BARCELONA	BMR	CATALUNYA	SPAIN
Agriculture	0.0	0.1	0.3	0.4
Industry	7.5	14.2	16.4	14.2
Construction	2.6	3.9	4.5	5.1
Services	89.9	81.8	78.7	80.3
TOTAL	100.0	100.0	100.0	100.0

Source: Statistics Department at Barcelona City Council, INSS and the Ministry of Employment and Social Security

Structure of GVA in terms of branches of the economy of
Barcelona, 2015 (% on total)

Source: Technical Programming Office, Barcelona City Council

Companies classified by economic sectors in Barcelona, 2016 (% on total)

	Business services 27.1
	Retail and commerce and repairs 18.4
	Education, health and social services 10.1
	Real estate activities 8.2
	Construction 8.2
	Hospitality 6.4
	Other services 4.8
	Transport and storage 4.7
	Information and communication 3.7
	Arts, culture and entertainment 2.9
	Manufacturing 2.9
	Financial and insurance 2.2
	Energy and water 0.4

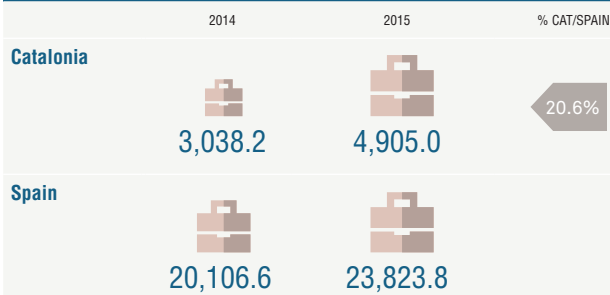
* Business services include professional, scientific and technical, administrative and auxiliary services

Source: DIRCE, INE



FOREIGN INVESTMENT

Foreign investment (million €)



Note: Total gross investment not including holding companies
Source: Datainvox. Ministry of Economy and Competitiveness

Foreign investment in Catalonia by country of origin, 2015 (percent of total)



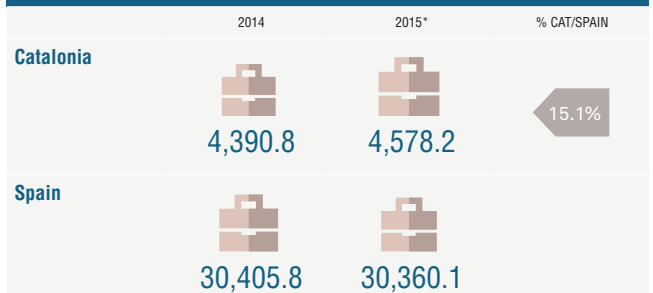
Note: Total gross investment not including holding companies
Source: Datainvox. Ministry of Economy and Competitiveness

Number of foreign companies set up in Catalonia

HOME COUNTRY	2015	% S/ TOTAL
Germany	811	12.6
France	785	12.2
United States of America	715	11.1
Netherlands	671	10.4
Italy	564	8.7
United Kingdom	447	6.9
Luxembourg	387	6.0
Switzerland	334	5.2
Denmark	261	4.0
Belgium	145	2.2
Japan	140	2.2
portugal	137	2.1
Sweden	95	1.5
Austria	64	1.0
Ireland	63	1.0
Other	835	12.9
TOTAL	6.454	100

Source: Invest in Catalonia. Acció 10

Investment abroad (million €)



* Provisional data

Note: Total gross investment not including holding companies
Source: Datainvox. Ministry of Economy and Competitiveness

FDI in the main urban areas of the world, 2016

URBAN AREA	2012 - 2016	FDI PROJECTS
London	1	1,663
Shanghai	2	1,209
Hong Kong	3	943
São Paulo	4	819
New York	5	750
Paris	6	699
Sydney	7	647
Barcelona	8	501
Beijing	9	490
Dublin	10	489

Source: Global Cities Investment Monitor 2016, KPMG

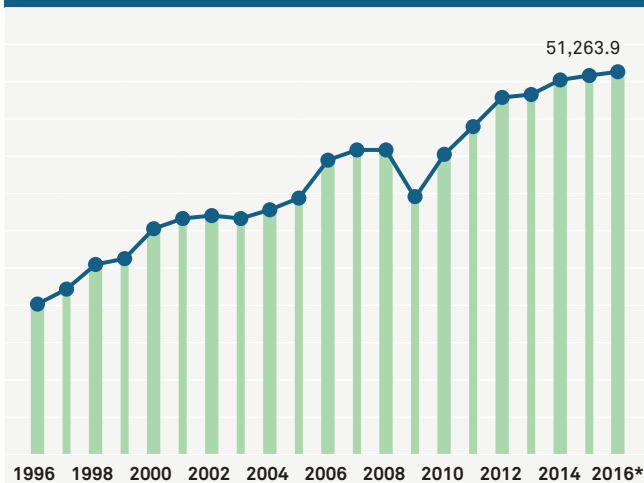
EXPORTS

Exports (million €)



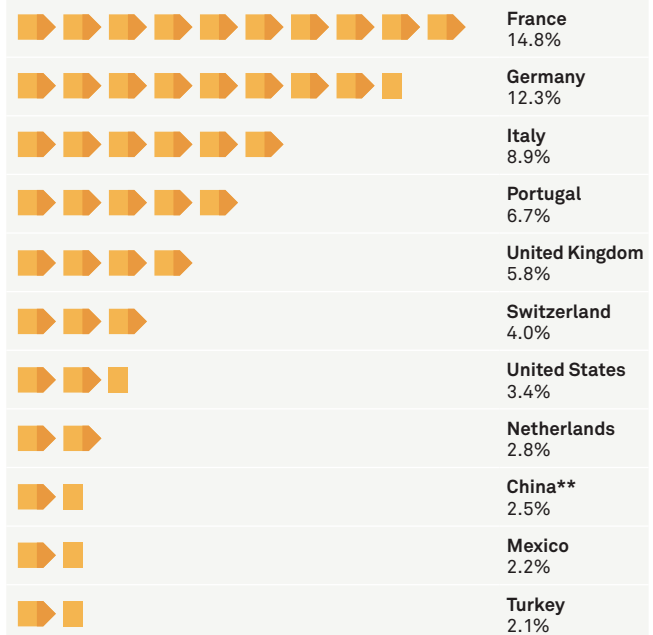
* Provisional data for Barcelona province
Source: Ministry of Economy and Competitiveness

Export trends from the province of Barcelona, 1996 - 2016 (million €)



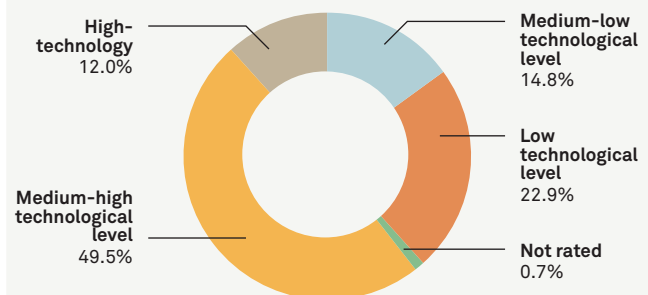
* Provisional data
Source: Ministry of Economy and Competitiveness

Main destination countries of Barcelona exports, 2016 (percent of total)*



* Provisional data for Barcelona province
** Includes China, Hong Kong and Macao
Source: Ministry of Economy and Competitiveness

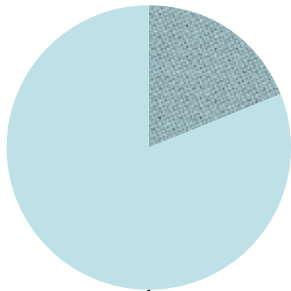
Distribution of exports from the province of Barcelona, according to technology level, 2016*



* Provisional data.
Source: Ministry of Economy and Competitiveness

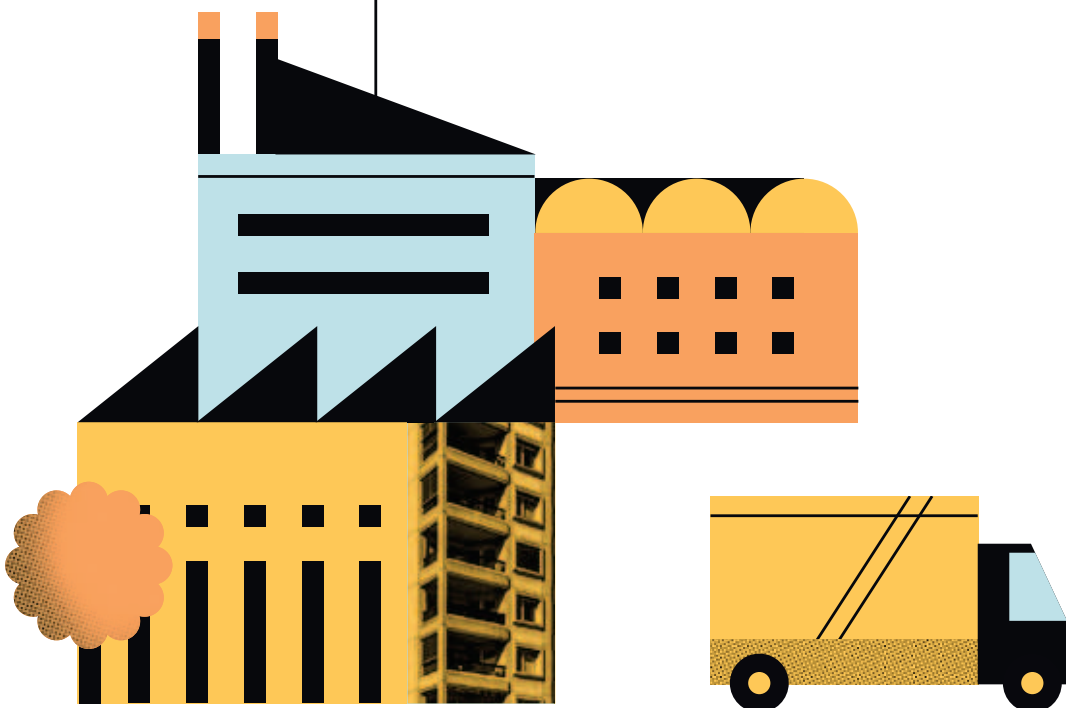
Diversified economic activity

Industry
accounts for
19.6%
of total GVA
in Catalonia



An area with a strong industrial base

- In 2015 the industrial sector generated 19.6% of Catalonia's total Gross Value Added, a percentage that is above the European Union average (19.2%) and clearly higher than the rate for Spain (17%). Catalonia is the top region in Spain in terms of industrial development.
- Catalonia is the fifth top region in Europe in terms of employment in high-tech industries, with 205,000 employees working in these activities in 2015, above other regions like Piedmont (Turin), Rhône-Alpes (Lyon) or Darmstadt (Frankfurt).
- Barcelona has a significant industrial sector accounting for 14.2% of all jobs in Catalonia, including competitive clusters. Outstanding examples are the chemical and pharmaceutical sectors, car production -with this being one of the leading manufacturing areas in Europe-, food, paper and graphic arts and waste treatment.
- Barcelona and its hinterland is developing a 4.0 industrial sector based on Big Data, and a growing number of companies and organisations are developing initiatives related to 3D printing and manufacturing associations are promoting digital manufacturing amongst schools, companies, entrepreneurs and community projects. The city's Poblenou neighbourhood has become the centre for a Maker District pilot project, the prototype of an open, collaborative, democratic, productive, innovative city that uses circular development by implementing a new type of industrial policy.



Barcelona is committed to local and quality commerce

- With 16,367 companies and 149,468 employees, the retail trade is one of the most important sectors in Barcelona's economy. Indeed, this sector accounted for 21.9% of all companies and 14.5% of jobs in the city at the end of 2016.
- The number of retail premises and eateries was 35,834 in 2016, which accounts for 17.3% of the city's total count.
- The city's municipal markets, with a total surface area of more than 260,941 m² and 2,442 stalls, are fundamental for the city's retail model because of their economic and social importance at the neighbourhood level; Barcelona has the largest network of food markets in continental Europe.
- According to the city's December 2015 Municipal Omnibus survey, 62.6% of people in Barcelona purchased products over the Internet at some point, which represents a considerable increase in the use of this channel compared to the previous year (+7.8 percentage points) and the highest level since the data series began.

International benchmark in urban tourism and the organisation of conferences

- The number of tourists staying at Barcelona's hotels stood at 7.5 million visitors and overnight stays totalled 19.5 million in 2016, a rise of 5.6% and 5.5% respectively compared to 2015.
- Various rankings highlight the attractiveness of Barcelona for foreign visitors. The European Cities Marketing Benchmarking Report 2015/2016 ranks Barcelona fourth in Europe in terms of international overnight stays, while for Trip Advisor it was the world's eleventh most attractive destination for tourists in 2016. Finally, Top Destination Cities report by Euromonitor International ranked Barcelona the 25th most visited city by international tourists from a total of 100 cities in the world and Europe's 8th most visited city in 2015.

- Regarding business tourism, according to the International Congress and Convention Association (ICCA), in 2015 Barcelona was the third top city in the world in terms of number of international conferences organized -behind Berlin and Paris- and also with respect to the number of delegates hosted (only beaten by Vienna and London).
- In 2016, Barcelona received 2.7 million cruise passengers, meaning it kept its position as the top turnaround port in Europe and the Mediterranean for cruises; it is the fourth top base port in the world, too.

Commitment to digital technology and ICTs

- The city has more than 51,000 jobs and about 2,500 companies with employees in the ICT sector, making it the heart of Catalonia's IT sector with 57% and 48% -respectively- of the region's employment and companies in these activities. In 2015, estimates show that the information and communications sector, which includes ICTs, generated 7.4% of Barcelona's Gross Value Added.
- Over 90% of people in Barcelona have Internet in their homes, and nearly 9 out of 10 frequently connect. In fact, according to a study on the digital divide in Barcelona by the Mobile World Capital, the city's residents are above average for the European Union, Spain and Catalonia in terms of connectivity and frequency of Internet use, although there are significant differences between neighbourhoods, like the difference between Les Corts (96% of households connected to the net) and Torre Baró (62%).

3rd
top city in the world
in terms of number
of international
conferences
organised



MANUFACTURING AND 4.0 INDUSTRY

Weight of industry in terms of GVA, 2015 (%)



Source: Idescat

People employed in high-tech industries in European regions, 2015

REGION (CITY)	HIGH-TECH INDUSTRIES EMPLOYMENT AS % OF TOTAL EMPLOYMENT	HIGH-TECH INDUSTRIES EMPLOYMENT (THOUSANDS)
Stuttgart (Stuttgart)	19.5	412
Lombardy (Milan)	9.4	399
Upper Bavaria (Munich)	12.6	305
Istanbul (Istanbul)	4.2	221
Catalonia (Barcelona)	6.7	205
Karlsruhe (Karlsruhe)	14.4	200
Piedmont (Turin)	11.2	200
Emilia-Romagna (Bologna)	9.9	188
Düsseldorf (Düsseldorf)	7.7	184
Rhône-Alpes (Lyon)	5.9	161
Cologne (Cologne)	7.4	154
Ile De France (Paris)	2.9	153
Darmstadt (Frankfurt)	7.9	153

Source: Eurostat

Main sectors of industry in terms of jobs* in Catalonia and the Metropolitan Area, 4th quarter 2016

Metallurgy and manufacture of machinery and electrical and electronic equipment	124,367	78,427
Chemical and pharmaceutical industry	90,478	62,975
Transport equipment and metal products	43,136	32,948
Food	81,107	26,861
Paper and printing	39,987	23,673
Textile, clothing, leather and footwear	34,256	22,568

■ Catalonia ■ Metropolitan area

* Affiliates of the General and Self-Employed Social Security Schemes

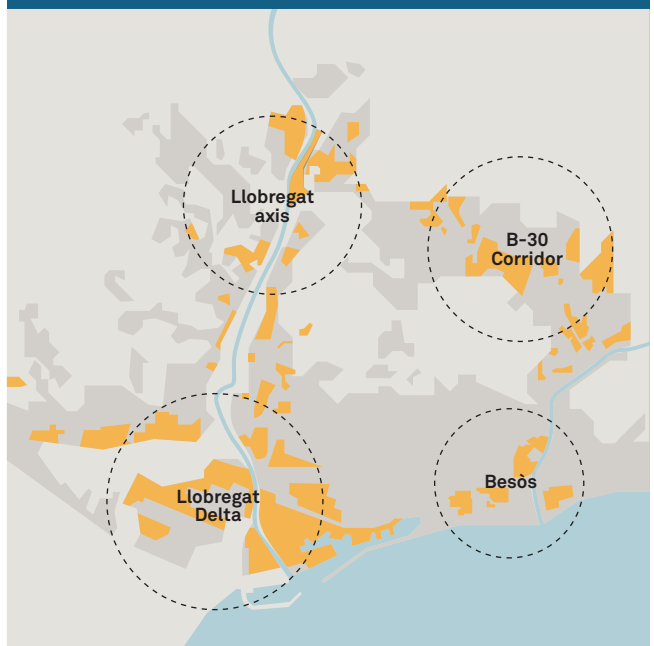
Source: Economic Policy and Local Development Research Department of the Barcelona City Council based on data from the Statistics Department of Barcelona City Council

3D printing Ecosystem: entities in Catalonia

DEFINITION	NUMBER
Companies that use 3D printing for product development	+100
Entities that provide engineering and design for 3D printing and other technologies	+100
Facilitators: organisations that transfer technology, training and consultancy	40
Service providers of 3D printing (Service Bureaux)	15
RTD centres working on 3D printing	14
Intermediaries (distributors and shops) and certification and technical services	12
Organisations that adopt 3D printing to some extent for making final pieces	11
Companies that design and / or manufacture 3D printers	9
FabLabs	8
Related companies in this business model (above), whose manufacturing is based on 3D printing	6
Manufacturers of materials and supplies	5
Software providers (design, control, ...) and systems integration	4
Associations, clusters and technological platforms	3
Creators of digital platforms for meeting demand and supply (marketplaces)	0

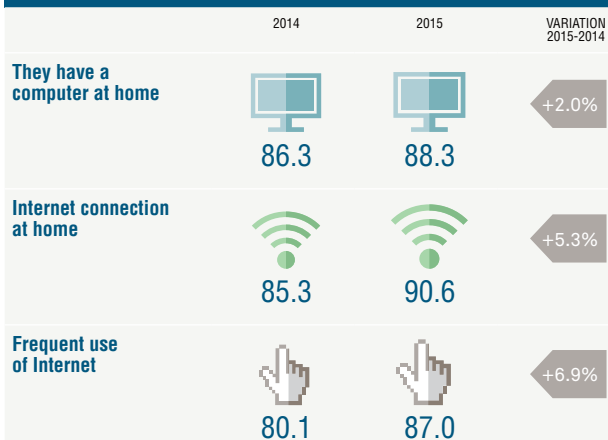
Source: Impact and potential of 3D printing in employment, October 2015, by Barcelona City Council

Industrial and economic development zones



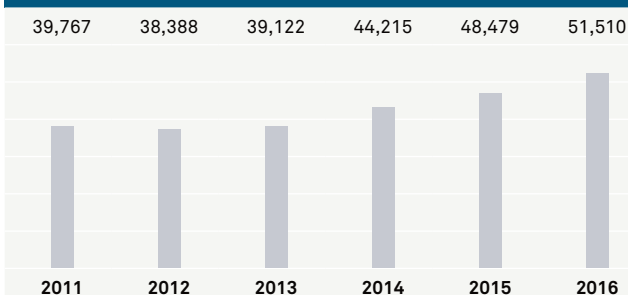
Source: Metropolitan Area of Barcelona (AMB)

ICT SECTOR / INFORMATION AND COMMUNICATION

Household ICT penetration
(% on population 16 to 74 years)

Source: Survey on equipment and use of information and communication technologies in homes

Employees* in ICT activities in Barcelona



* Affiliates in the General and Self-Employed Social Security Schemes

Source: Economic Policy and Local Development Research Department based on data from the Department of Statistics, Barcelona City Council

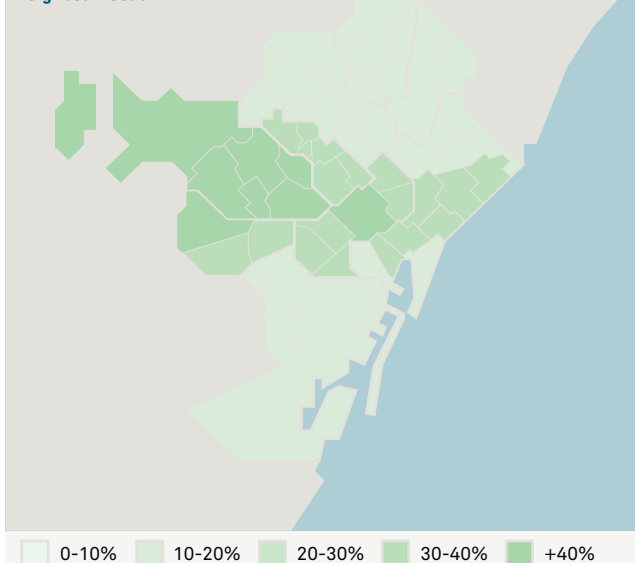
Internet use according to the level of disposable household income (DHI) at the neighbourhood level

	LOW	MEDIUM-LOW	MEDIUM	MEDIUM-HIGH	HIGH
Reading the news on the Internet	79%	86%	86%	84%	92%
Carrying out banking transactions	49%	63%	63%	70%	74%
Purchasing online	45%	51%	56%	56%	63%

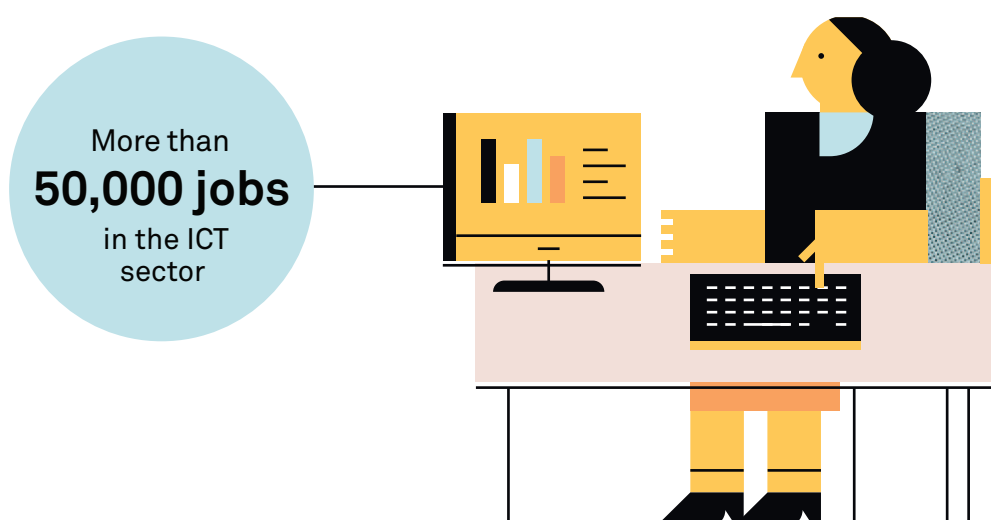
Source: MWCcapital

Digital divide

Distribution of advanced digital profile according to the income level of neighbourhoods



Source: Mobile World Capital Barcelona (2016), The digital divide in the city of Barcelona



RETAIL AND COMMERCE

Retail and commerce in Barcelona

Trade 2016



16,367
Number of firms



149,468
Jobs



35,834
Number of retail premises
and eateries (2016)

Local markets 2015



39
Food markets



4
Special markets



2,442
Number stalls



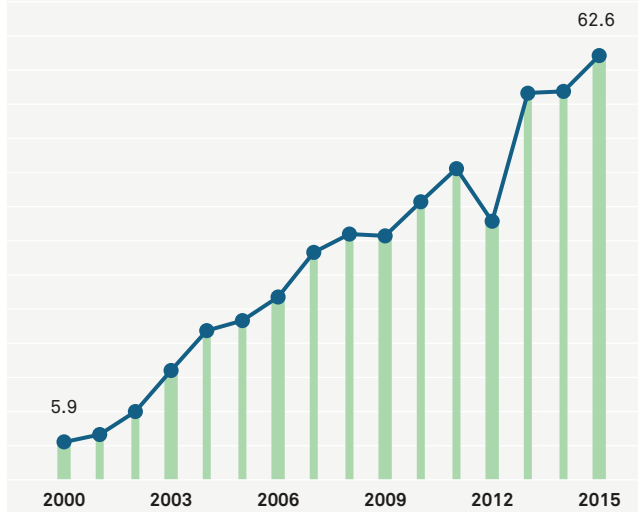
260,941 m²
Total

* Data from the 4th quarter

** Average sales per month and property

Source: INSS, Department of Statistics and the Municipal Markets Institute of the City of Barcelona

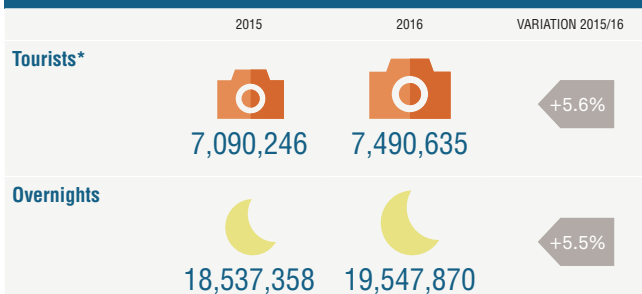
Trends in internet purchases in Barcelona, 2000-2015 (consumers in %)



Source: Barcelona City Council, Municipal Omnibus Survey, Department of Commerce and Consumer Affairs. December 2015

TOURISM

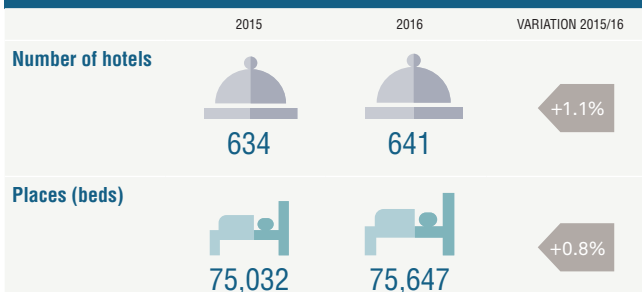
Tourists and overnights in Barcelona



* Tourists staying in hotels

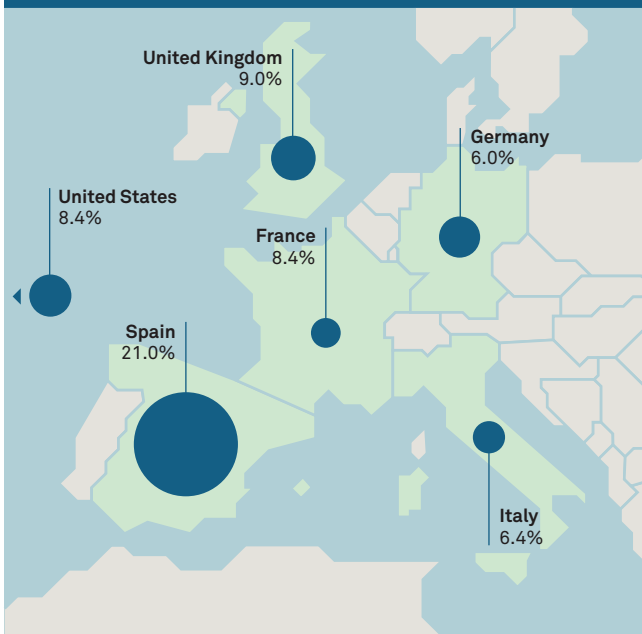
Source: Department of Statistics, Barcelona City Council

Hotel indicators



Source: Department of Statistics, Barcelona City Council

Origin of tourists, 2016



Source: Department of Statistics, Barcelona City Council

Congress indicators, 2015



Source: Turisme de Barcelona and the Department of Statistics, Barcelona City Council

Number of delegates and international meetings in world cities, 2015

CITY	DELEGATES 2015	CONGRESSES 2015	CITY
Vienna	124,899	195	Berlin
London	117,397	186	Paris
Barcelona	108,961	180	Barcelona
Berlin	104,299	178	Vienna
Singapore	77,105	171	London
Paris	75,470	171	Madrid
Copenhagen	75,269	156	Singapore
Prague	73,896	148	Istanbul
Vancouver	72,935	145	Lisbon
Amsterdam	72,529	138	Copenhagen

Source: International Congress and Convention Association Statistics Report, 2015

Main trade fairs at Fira de Barcelona that are benchmarks in Europe, 2015

Saló Internacional de l'Automòbil

Mobile World Congress

Saló de l'Ensenyament

Expo Sports

Piscina Bcn. Saló Internacional de la piscina

Beyond Building Barcelona Construmat

Saló Nautic Internacional de Barcelona

Expo Ecosalud

Barcelona Meeting Point

Smart-City Expo World Congress

4Yfn - Four Years From Now, Mobile entrepreneurship event to develop mobile ideas and startups

Biz Barcelona

Iot. Solutions World Congress

Saló Internacional de la Logística

Source: Fira de Barcelona. Business-related trade fairs with the largest number of visitors

Digital city, creativity, research and innovation

Barcelona in the
top 10 European
cities for digital
entrepreneurship
according to European
Digital City Index 2016



Barcelona, hub for digital entrepreneurship

- Barcelona wants to be a leader in the field of technology to improve people's quality of life, especially given a global context in which mobile technology is emerging as a key factor for economic growth. Barcelona's role as the Mobile World Capital, hosting the Mobile World Congress and its project to create an industrial legacy in this sector, offers a tremendous strategic opportunity for the city.
- Barcelona is the ninth most attractive European city for digital entrepreneurs, having climbed five positions in the ranking in one year. The ranking looks at the conditions and support offered by the city to new technology projects in the digital sector (European Digital City Index 2016). Also, the city is fifth in a ranking of European cities in terms of start-up numbers, according to The European Talent Landscape, published by Balderton Capital.
- The city accounts for 28.4% of all Spain's digital start-ups, with e-commerce accounting for a significant amount of firms (21%), followed by mobile and business services -each accounting for 10%- while digital social entrepreneurship and tourism companies represent 9%.
- In 2016, the Barcelona area generated 14.2% of all utility model applications and 13.4% of all patents in Spain. Catalonia has the highest number of innovative companies in Spain (24,1%) and accounts for 24.3% of all Spain's expenditure on innovation activities.
- Barcelona was fifth and seventeenth in Europe and the world respectively in terms of its scientific output in 2015, according to a study by the Polytechnic University of Catalonia (UPC) based on the Science Citation Index.
- Spending on R&D in Catalonia stood at 1.52% of GDP in 2015, which is lower than the average of the European Union but higher than that of Spain and regions like Lombardy and London. There were 44,826 employees working in research and development in Catalonia.
- The creative industries accounted for more than 123,000 jobs in Barcelona in 2016, representing 12% of all those employed in the city and half (49%) of all creative sector jobs in Catalonia. Suffice to say that, according to the most recent research on cities, higher percentages of people employed in creative industries correlate with higher output per capita.

BUSINESS INNOVATION AND RESEARCH

Business and innovation

	NUMBER OF INNOVATIVE COMPANIES		TOTAL EXPENDITURE ON INNOVATION ACTIVITIES	
	2015	% O/SPA	2015 (1,000s €)	% O/SPA
Catalonia	3,798	24.1	3,324,467	24.3
Spain	15,736	100.0	13,674,177	100.0

Source: INE

Innovation indicators

	PATENT APPLICATIONS		UTILITY MODELS APPLICATIONS	
	2016	% O/SPA	2016	% O/SPA
Barcelona*	380	13.4	345	14.2
Catalonia	453	16.0	439	18.1
Spain	2,837	100.0	2,422	100.0

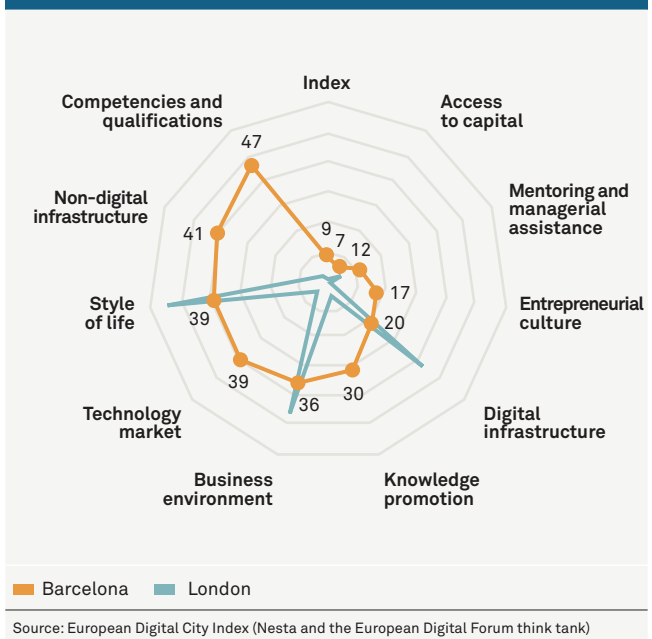
* Provincial data

Source: Spanish Office of Patents and Trademarks

European Digital Cities, 2016

CITY	GLOBAL INDEX 2015	GLOBAL INDEX 2016
London	1	1 =
Stockholm	3	2 ↑
Amsterdam	2	3 ↓
Helsinki	4	4 =
Paris	6	5 ↑
Berlin	7	6 ↑
Copenhagen	5	7 ↓
Dublin	8	8 =
Barcelona	14	9 ↑
Vienna	15	10 ↑
Munich	10	11 ↓
Cambridge	11	12 ↓
Bristol	—	13
Madrid	12	14 ↓
Oxford	13	15 ↓
Manchester	—	16
Brussels	9	17 ↓
Tallinn	20	18 ↑
Edinburgh	—	19
Hamburg	—	20
Lyon	—	21
Aarhus	—	22
Birmingham	—	23
Lisbon	17	24 ↓
Frankfurt	—	25
Eindhoven	—	26
Utrecht	—	27
Cologne	23	28 ↓
Malmo	—	29
Uppsala	—	30

Source: European Digital City Index (Nesta and the European Digital Forum think tank)

European Digital City Index, 2016
(positioning of the city per variable)

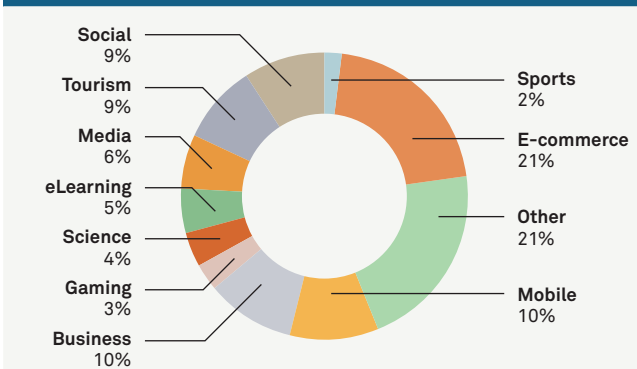
Source: European Digital City Index (Nesta and the European Digital Forum think tank)

Top 10 European cities according to the number of start-ups

RANKING 2016	CITY
1	London
2	Berlin
3	Paris
4	Amsterdam
5	Barcelona
6	Madrid
7	Stockholm
8	Dublin
9	Copenhagen
10	Milan

Source: Balderton. The European Talent Landscape, 2016

Digital start-up ecosystem in Barcelona (%)



Source: StartUp Explore/European StartUp Monitor, Mobile World Capital

Expenditure on R&D (% on GDP)

	Berlin*	3.55%
	Rhône-Alpes*	2.76%
	USA*	2.73%
	China**	2.05%
	European Union	2.03%
	Catalonia	1.52%
	Lombardy**	1.33%
	Spain	1.22%
	London**	1.06%

* 2013 data
** 2014 data

Sources: INE and Eurostat

International benchmark science and technology facilities in Barcelona

Barcelona Supercomputing Center - National Supercomputing Center (BSC-CNS)
Maritime Research and Experimentation Channel (ICES)
Institute of Photonic Sciences (ICFO)
Nuclear Magnetic Resonance Laboratory of Barcelona (LRB)
White Room of the Institute of Microelectronics of Barcelona (IMB-CNM)
ALBA Synchrotron - Cells
National Center for Genome Analysis (CNAG)

Source: Ministry of Education and Science, Map of Unique Science and Technology Facilities

Top cities in the world for academic scientific output, 2015

WORLD RANKING	EUROPEAN RANKING	CITY	PUBLICATIONS 2015*
1		Beijing	71,322
2	1	London	42,304
3		Shanghai	35,385
4		New York	32,793
5		Seoul	32,637
6		Boston	32,010
7		Tokyo	30,347
8	2	Paris	30,252
9	3	Madrid	18,678
10		Baltimore	17,771
11	4	Moscow	17,506
12		Chicago	17,446
13		Toronto	17,369
14		Houston	17,144
15		Cambridge (USA)	17,076
16		Philadelphia	17,034
17	5	Barcelona	17,024
18		Los Angeles	16,911
19		São Paulo	15,955
20	6	Rome	15,927
21		Melbourne	15,470
22	7	Milan	14,573
23	8	Berlin	14,564
24		Singapore	14,223
25		Hong Kong	13,239

* Data as of 26 May 2016

Source: (UPC) Polytechnic University of Catalonia-Centre of Land Policy and Valuations, <http://www-cpsv.upc.es/KnowledgeCitiesRanking>

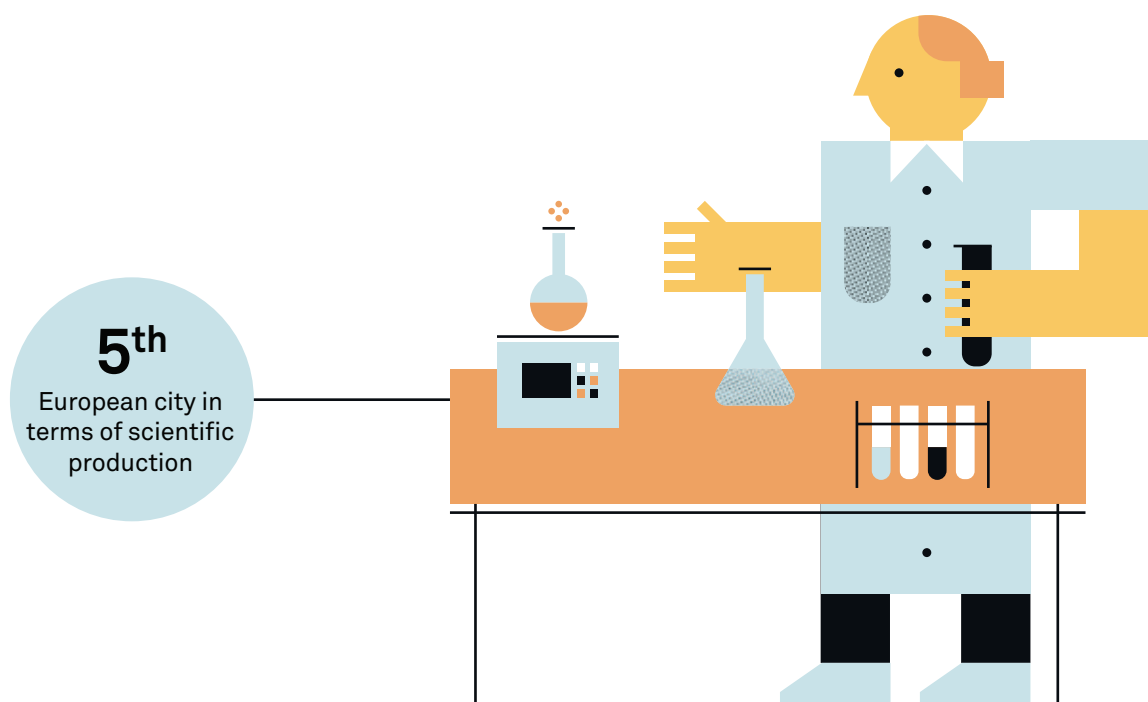
CREATIVE INDUSTRIES

Employment in creative activities* in Barcelona, 2016

	2016	2016 (CATALONIA)	WEIGHTING BCN/ CATALONIA
Activities related to heritage	3,288	4,485	73.3%
Architecture and engineering	15,518	39,990	38.8%
Graphic arts and printing	3,595	19,726	18.2%
Film, video and music	3,599	6,375	56.5%
Design and photography	15,767	29,230	53.9%
Edition	8,809	12,847	68.6%
Writers, performing and visual arts and crafts	7,349	13,850	53.1%
Fashion	2,206	16,373	13.5%
Radio and television	918	4,635	19.8%
Traditional creative industries (culture)	61,049	147,511	41.4%
Research and development in creative activities	10,098	20,976	48.1%
Advertising	14,687	24,614	59.7%
Software, video games and electronic publishing	37,242	57,849	64.4%
Non-traditional creative industries	62,027	103,439	60.0%
TOTAL creative industries	123,076	250,950	49.0%
% creative industries as a proportion of total	12.0%		

* Affiliates of the General and Self-Employed Social Security schemes

Source: Economic Policy and Local Development Research Department of the Barcelona City Council based on data from the Employment and Production Model Observatory of the Generalitat of Catalonia (Autonomous Regional Government)



Generating and attracting talent

Barcelona's labour market offers a pool of qualified human capital

- The city has 1.06 million jobs, while Greater Barcelona has over 2.4 million. The activity rate (80.8%) and employment rate (71.4%) of Barcelona are higher than the averages seen in Catalonia, Spain and the European Union.
- More than half the jobs in Barcelona (54.2%) are in knowledge-intensive activities, and the city is at the core of this segment of the economy in Catalonia, with employment in Barcelona representing 43.6% of all knowledge-intensive employment, even though Barcelona only represents 36.5% of all Catalan employees.
- Barcelona has now reached a critical mass in terms of its labour market in high added value sectors: Catalonia is the fifth top region in Europe in terms of jobs in high-tech industries and seventh regarding the number of workers in science and technology, with more than 730,000 jobs in this field, while it was ranked ninth in terms of knowledge-intensive high-technology services in 2015.
- Barcelona's salary level is in the lower-to-mid range among the most developed cities, and according to the Union of Swiss Banks, the average net salary was 46.8% of that earned in New York in 2015.
- Catalonia has 12 universities, with more than 251,000 students and the metropolitan area accounts for 74.7% of all students in its eight universities in the public and private sectors. Catalan Universities have 23,000 foreign students and they teach 477 official Masters programmes with 32,152 enrolments during the academic year 2014/2015.
- In 2015 more than half (51.1%) of working women and 44.6% of all workers in Catalonia had university degrees, with these percentages well above the Spanish and European averages.
- In terms of training, it is worth noting that Barcelona is the only city with two institutions amongst the top eight business schools in Europe, with ESADE and IESE standing in 7th and 8th spots in Europe, and 16th and 23th in the world respectively, according to the Global MBA 2016 ranking published by the Financial Times.



JOBS IN BARCELONA

Workers affiliated to the social security scheme, 2016*

	TOTAL	%/SPAIN
Barcelona	1,061,171	5.95
Barcelona province	2,434,337	13.64
Catalonia	3,189,437	17.87
Spain	17,849,055	100.00

* Data from the 4th quarter

Source: Observatory of Employment and Production Model of the Generalitat of Catalonia and INSS

% Employees with a university education, 2015*

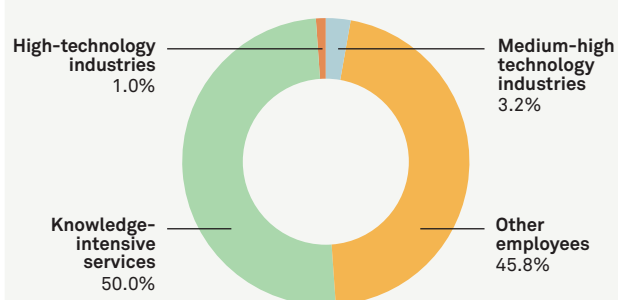
	WOMEN	TOTAL
Catalonia	51.1%	44.6%
Spain	48.1%	42.6%
European union	38.7%	35.0%

* % of the population between 25 and 64 years old with a university degree

Source: Eurostat

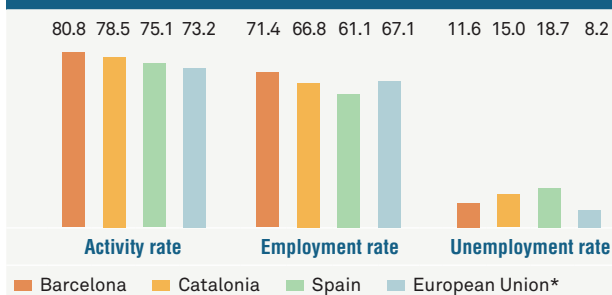
Employees by knowledge intensity, 2016* (% on total)

Barcelona

* Data from the 4th quarter

Source: Department of Enterprise and Employment of the Generalitat of Catalonia

LABOUR MARKET PARTICIPATION

Participation in the labour market, 4th quarter 2016 (% on population 16-64 years old)* 3rd quarter 2016

Source: Eurostat and Labour Force Survey

SALARIES

Salary levels in cities across the world, 2015

GROSS SALARY (NEW YORK - 100)	CITY	NET SALARY (NEW YORK - 100)
131.3	Zurich	141.8
130.1	Geneva	135.2
85.2	Chicago	84.5
77.4	Montreal	78.2
75.5	London	72.3
68.5	Vienna	69.7
67.7	Munich	68.2
62.8	Paris	67.1
70.1	Tokyo	66.5
58.6	Lyon	62.8
92.2	Copenhagen	56.8
60.0	Rome	54.2
65.3	Amsterdam	53.3
49.4	Hong Kong	51.3
51.7	Barcelona	46.8
29.8	Athens	28.2

* 3rd quarter 2016

Source: UBS. Prices and Earnings 2015

UNIVERSITIES AND BUSINESS SCHOOLS

Training and universities, 2014-2015

Total number of students in Catalonia *	251,589
Total number of students in the Barcelona area*	188,018
Number of Masters offered by universities in the Barcelona area	477
Number of students on Master's and PhD programmes at universities in the Barcelona area	32,152
Foreign students at Catalan universities	22,448
Foreign students on Masters and Doctorate programmes at Catalan universities	11,860

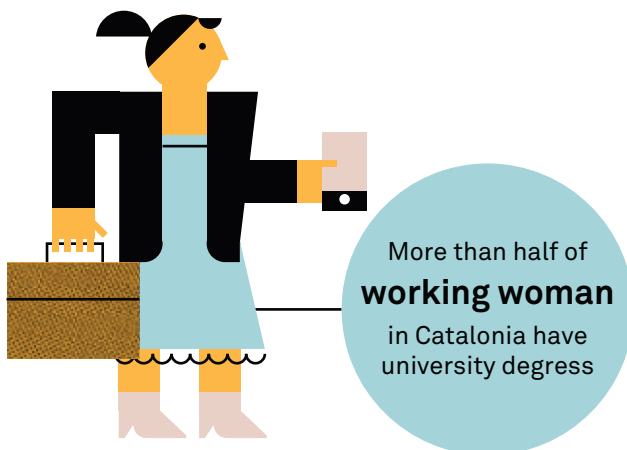
* Includes Masters students

Source: Support for Area Planning, Analysis and Evaluation in the Field of Universities and Research / Secretary for Universities and Research / Department Business and Knowledge Generalitat of Catalonia and the Department of Statistics, Barcelona City Council

Best European business schools, 2016

EUROPEAN RANKING	WORLD RANKING	BUSINESS SCHOOL	CITY
1	1	Insead	Fontainebleau
2	3	London Business School	London
3	10	University of Cambridge: Judge	Cambridge
4	12	IE Business School	Madrid
5	13	IMD	Lausanne
6	15	HEC Paris	Paris
7	16	IESE Business School	Barcelona
8	23	ESADE Business School	Barcelona
9	25	SDA Bocconi	Milan
10	28	University of Oxford: Saïd	Oxford
11	35	Imperial College Business School	London
12	36	Lancaster University Management School	Lancaster
13	37	City University: Cass	London
14	38	Alliance Manchester Business School	Manchester
15	40	The Lisbon MBA	Lisbon
16	42	Rotterdam School of Management, Erasmus University	Rotterdam
17	46	Warwick Business School	Coventry
18	49	Mannheim Business School	Mannheim
19	57	Cranfield School of Management	Cranfield
20	60	Universität St Gallen	St.Gallen

Source: Financial Times, *Global MBA Ranking 2016*



Entrepreneurial city with competitive costs

Barcelona has dynamic and flexible business sectors

- The Barcelona area is home to 450,451 companies, approximately 14% of the total found in Spain. They are mainly SMEs, characterised by their greater flexibility and ability to adapt to complex environments. The city accounts for nearly 40% of all company headquarters in the province.
- The entrepreneurial activity rate (TEA) of residents (18-64) in the province of Barcelona stood at 6.1% in 2015, which is above countries like Italy (4.9%), Germany (4.7%) and the Spanish average (5.7%).
- In 2016, Barcelona saw 8,755 new firm incorporations, the highest number since 2008 and an increase of 13.6% compared to 2015.

Barcelona has a competitive supply of offices for businesses

- In 2015, Barcelona fell in the cost of living index ranking in relation to the benchmark city (New York), according to Mercer Human Resource Consulting. The main cause of this relative drop in the cost of living was due to zero inflation, wage moderation and the depreciation of the euro in 2015.
- Barcelona has a competitive position regarding the rental prices of industrial land, offices and retail premises, which is a factor that attracts businesses both in terms of firms setting up in the city and keeping the ones that already have a base here. However, the trend in retail rentals, office and industrial building rentals showed an increase in 2015 in Barcelona, after years of stagnation or falls, which reflects an improvement in the economic situation and the growing appeal of the city for global markets.



More than
450,000
companies in the
Barcelona area

14%
of the
Spanish total



COMPANIES

Companies according to number of employees, 2016

Barcelona



58.4%
No
employees



36.3%
1 to 9
employees



4.7%
10 to 199
employees



0.3%
More than 199
employees

Source: Department of Statistics, Barcelona City Council

Barcelona province



58.3%
No
employees



36.9%
1 to 9
employees



4.6%
10 to 199
employees



0.2%
More than 199
employees

Source: INE Central Directory of Companies (DIRCE)

Company headquarters, January 2016

% O/SPAIN

Barcelona

174,209

5.4%

Barcelona province

450,451

13.9%

Catalonia

596,196

18.4%

Spain

3,236,582

Source: INE Central Directory of Companies (DIRCE)

BUSINESS CREATION

Entrepreneurial activity in European countries, 2015 (% of population 18-64)



* Data at the provincial level

Source: Global Entrepreneurship Monitor (GEM) 2015 Executive Report Catalonia

PROPERTY MARKET

Market for offices, 4th quarter 2016

5,915,722 m²
Total stock
of offices



533,598 m²
Available supply
of offices



9.02%
Vacancy
rate

Source: On point, Jones Lang Lasalle

Office rental prices,
4th quarter (€/m²/month)

Periphery (Sabadell, Sant
Cugat, Esplugues, etc.)
9.75



New business
areas
18.5



Business district
(consolidated centre)
18.25



Prime
(Pg. Gràcia-Diagonal)
21.5

Source: On point, Jones Lang Lasalle

Office rents in Europe, Middle East and Africa, 2015

RANKING	CITY	INTER-ANNUAL VAR (%)	OFFICE RENTALS (€/M ² /YEAR)
1	London West End	9.3	1,784
2	London city	11.7	1,017
3	Geneva	0.0	825
4	Paris	0.0	800
5	Moscow	-26.7	788
6	Zurich	-3.0	767
7	Dubai	0.0	735
8	Dublin	16.7	565
9	Stockholm	13.3	552
10	Milan	2.1	490
40	Barcelona	9.9	234
42	Copenhagen	3.0	228
43	Rotterdam	0.0	225
44	Lisbon	0.0	222
44	Bucarest	2.8	222

Source: CB Richard Ellis, EMEA Rents and Yields Q3 2015 (Europe, Middle East & Africa)

Average housing prices in Barcelona,
4th quarter 2016

12.4 (€/m²/month)
Rent*



3,879 (€/m²)
Purchase price of
second-hand housing



3,981 (€/m²)
Purchase price
new home sales*

* Data 3rd quarter 2016

Source: Barcelona City Council from idealista.com

PRICES AND COSTS

Cost of living in cities around the world, 2015

CITY	RANKING 2014	RANKING 2015
Luanda	1	1 =
Hong Kong	3	2 ^
Zurich	5	3 ^
Singapore	4	4 =
Geneva	6	5 ^
Shanghai	10	6 ^
Barcelona	71	124 v

Source: Mercer Human Resource Consulting, Worldwide Cost of Living Survey, City Rankings 2015

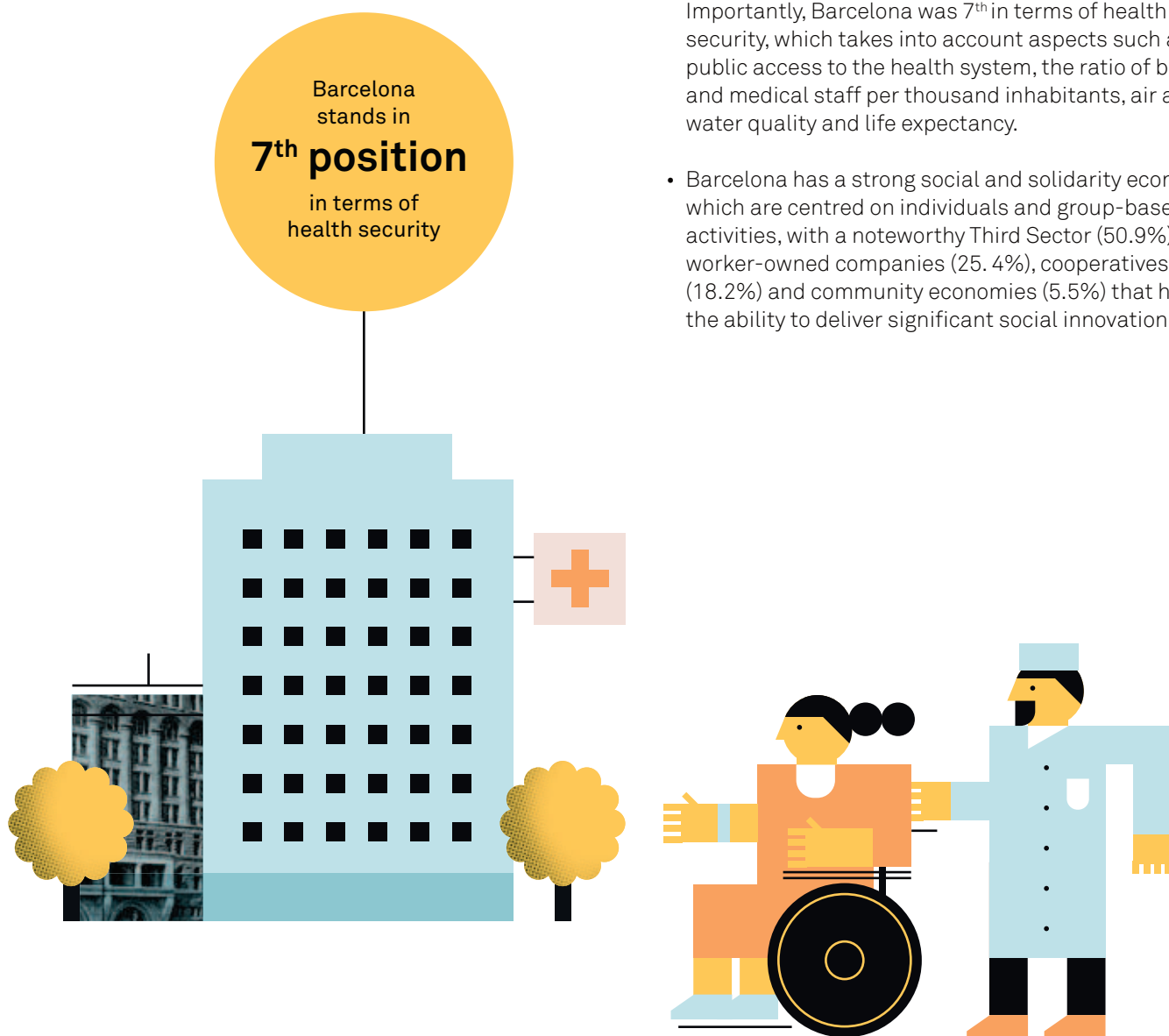
Rental prices of industrial land in cities in Europe,
the Middle East and Africa, 2015

RANKING	CITY	INTER-ANNUAL VAR (%)	RENTAL PRICE INDUSTRIAL LAND (€ / M ² / YEAR)
1	Abu Dhabi	0.0	219.5
2	London	12.0	204.5
3	Geneva	0.0	183.4
4	Zurich	6.3	163.0
5	Helsinki	4.4	144.0
6	Oslo	0.0	136.9
7	Dubai	6.4	131.3
8	Glasgow	3.9	98.6
8	Stockholm	0.0	97.3
10	Edinburgh	8.3	95.0
14	Barcelona	4.2	75.0
14	Amsterdam	0.0	75.0
14	Rotterdam	0.0	75.0
17	Frankfurt	0.0	74.4
18	Gothenburg	-10.0	73.0
19	Dublin	11.5	72.5
20	The Hague	0.0	70.0

Source: CBRE, EMEA Rents and Yields Q3 2015

A compact city with social cohesion

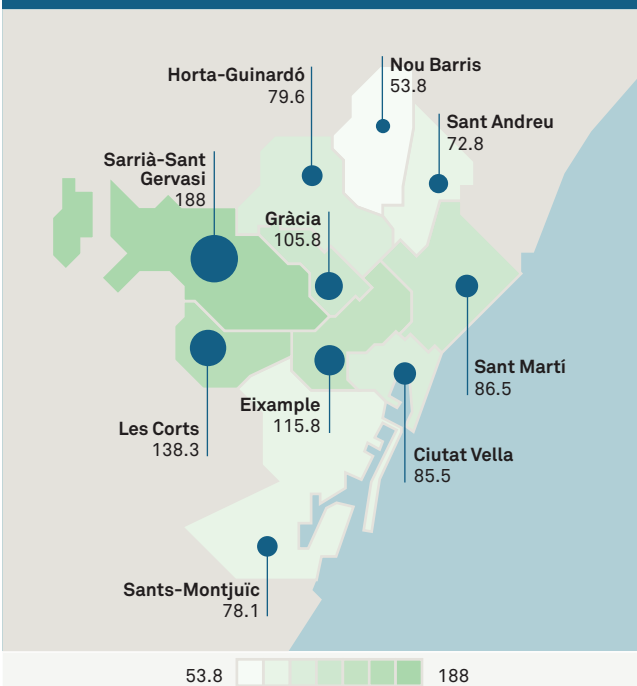
- Barcelona had household disposable income per capita estimated at €19,775 in 2015. The recession period saw a widening of spatial inequalities, and the household disposable per capita income in the city's districts ranges between 188 indexed points² in Sarrià-Sant Gervasi and 53.8 in Nou Barris.
- The inequality of income distribution has widened in recent years and the Gini coefficient for Catalonia (0.325) is near the OECD average.
- Barcelona is among the safest cities in the world, according to the Economist Intelligence Unit's Safe Cities Index 2015, which assesses urban security in the digital age. Specifically, the capital of Catalonia stands in 15th position in the global ranking of 50 cities, which is led by Tokyo. It was ranked 4th among European cities, ahead of London, Madrid and Paris. Importantly, Barcelona was 7th in terms of health security, which takes into account aspects such as public access to the health system, the ratio of beds and medical staff per thousand inhabitants, air and water quality and life expectancy.
- Barcelona has a strong social and solidarity economy, which are centred on individuals and group-based activities, with a noteworthy Third Sector (50.9%), worker-owned companies (25.4%), cooperatives (18.2%) and community economies (5.5%) that have the ability to deliver significant social innovation.



² The index's values are calculated in relation to the average value for the city, set at 100, and these are calculated from the combination of different weightings on five variables that are indicative of the level of income of the population.

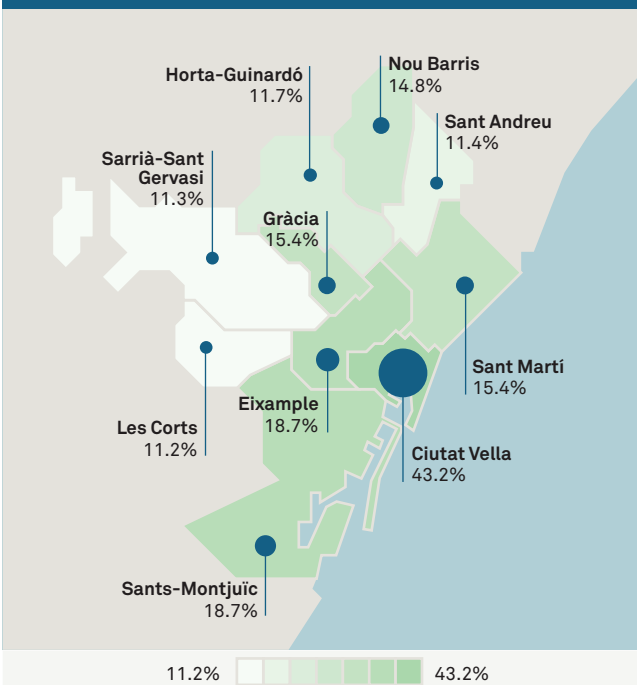
COMPACT CITY WITH SOCIAL COHESION

Disposable household income per capita in the districts of Barcelona, 2015 (Index. Barcelona Average = 100)



Source: Technical Programming Office of Barcelona City Council

Foreign population in the districts of Barcelona, 2016 (% on total population)



Source: Department of Studies, Economic Policy and Local Development, based on data provided by the Statistics Department of Barcelona City Council

Income distribution in the main OECD regions

POSITION	OECD REGION	CITY INCLUDING THE REGION	GINI COEFFICIENT*
1	Southern Finland	Helsinki	0.242
2	Bratislava	Bratislava	0.275
3	Capital (Denmark)	Copenhagen	0.283
4	Central Hungary	Budapest	0.286
5	Berlin	Berlin	0.288
5	Rhône-Alpes	Lyon	0.288
6	Bavaria	Munich	0.294
7	Oslo and Akershus	Oslo	0.295
8	South Kanto	Tokyo	0.300
9	Lombardy	Milan	0.304
10	Stockholm	Stockholm	0.314
OECD average			0.315
11	Central Region (Poland)	Warsaw	0.321
12	Catalonia	Barcelona	0.325
13	Ontario	Toronto & Ottawa	0.331
14	Vienna	Vienna	0.337
15	Madrid	Madrid	0.339
16	Ile de France	Paris	0.343
17	Tel Aviv District	Tel Aviv	0.345
18	Lazio	Rome	0.347
19	New South Wales	Sydney	0.348
20	Athens	Athens	0.355
21	Brussels Capital Region	Brussels	0.358
22	Greater London	London	0.386
23	Washington	Washington	0.389
24	New York	New York	0.415
25	Federal district	Mexico City	0.482
26	Santiago Metropolitan	Santiago de Chile	0.484

* Gini coefficient after taxes and transfers. Data accessed: June 2016

The Gini coefficient can have values between 0 and 1, where 1 represents the most unequal income distribution

Source: OECD Regional Income Distribution and Poverty Database

Security in cities around the world, 2015

POSITION	CITY	INDEX 0/100
1	Tokyo	85.6
2	Singapore	84.6
3	Osaka	82.4
4	Stockholm	80.0
5	Amsterdam	79.2
6	Sydney	78.9
7	Zurich	78.8
8	Toronto	78.8
9	Melbourne	78.7
10	New York	78.1
11	Hong Kong	77.2
12	San Francisco	76.6
13	Taipei	76.5
14	Montreal	75.6
15	Barcelona	75.2
16	Chicago	74.9
17	Los Angeles	74.2
18	London	73.8
19	Washington DC	73.4
20	Frankfurt	73.1
21	Madrid	72.4
22	Brussels	71.7
23	Paris	71.2
24	Seoul	70.9
25	Abu Dhabi	69.8

Source: The Safe Cities Index 2015. The Economist Intelligence Unit

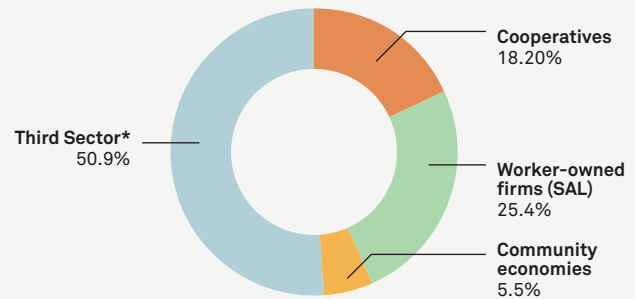
Categories of urban security. Positioning of Barcelona, 2015



Source: The Safe Cities Index 2015. The Economist Intelligence Unit

SOCIAL AND SOLIDARITY ECONOMY

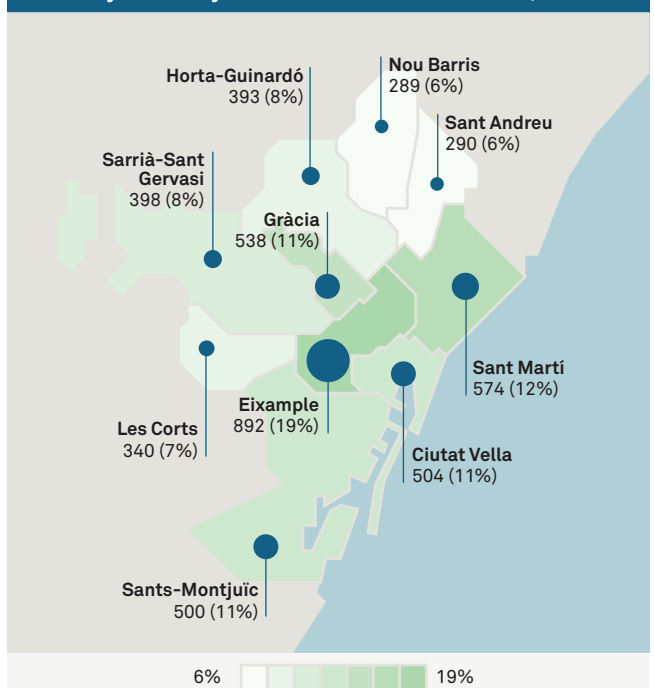
Companies, associations and initiatives in the social and solidarity economy in Barcelona, 2015



* Annual Statistics 2013

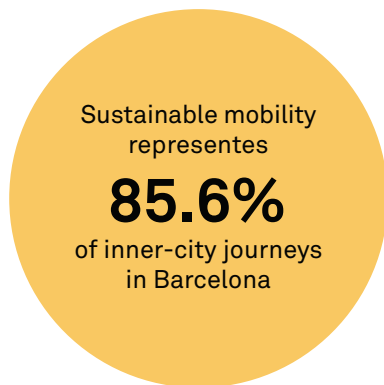
Source: Barcelona City Council (2015), The Social and Solidarity Economy in Barcelona

Companies, associations and initiatives in the social and solidarity economy in the districts of Barcelona, 2015



Source: Barcelona City Council (2015), The Social and Solidarity Economy in Barcelona

Quality of life and sustainability



Barcelona, an international benchmark for quality of life

- Barcelona's compact, Mediterranean city model helps develop sustainable mobility, which represents 85.6% of inner-city journeys in Barcelona- and the city is ranked high in prestigious rankings such as the Scorecard on Prosperity 2015 index by the Toronto Board of Trade because of its moderate commute times.
- It is worth noting that Barcelona is now a benchmark in Europe in terms of water saving. Domestic daily water consumption per capita was 105.5 litres in 2015, which is a reduction of 10.7% compared to 2006.
- Barcelona is one of the top 25 global cities in terms of environmental sustainability, according to the Sustainable Cities Index 2016. It has a relatively low volume of CO₂ equivalent emissions per inhabitant compared to other cities in the world. The city is developing an economic model that is efficient in its use of resources and promotes the green economy, which in 2016 represented around 3% of all employment and offers huge potential as a driver of innovation.
- The city's cultural and educational offering is extensive and of high quality. There are 40 international schools in the Barcelona area. Moreover, there are 40 public libraries in the city. Barcelona also has nine UNESCO World Heritage sites: seven Gaudí buildings, the Palau de la Música and Hospital de Sant Pau.
- According to the Eurobarometer Quality of Life in European Cities 2015 report, which was published by the European Commission in 2016, 92% of Barcelona's residents are satisfied with the city and the neighbourhood where they live, which is one of the highest percentages recorded amongst the 79 cities analyzed. Aspects of the city like public space, security, public transport, or confidence in other residents got very good ratings from residents regarding their own city.

ENERGY AND THE ENVIRONMENT

Barcelona's climate indicators, 2015



18.4 °C
Average annual
temperature



34.7 °C
Highest
temperature



2.1 °C
Lowest
temperature



2,867.5
Hours of sunshine
per year

Source: Department of Statistics, Barcelona City Council, 2016 Annual Statistics

Green belt indicators in Barcelona, 2015



583.6 ha.
Urban parks
(green areas for public use)

Urban parks (green areas for public use)	11,284,681 m ²
Green urban areas per capita	7.03 m ² /habitant
Green urban forest areas	28,271,881 m ²
Green urban forest area per capita	17.62 m ² /habitant

Source: Department of Statistics and the Department of Ecology, Urban Planning and Mobility of Barcelona City Council

Beaches, 2015



10
Beaches



4.7 km
Length

QUALITY INDICATORS, 2015

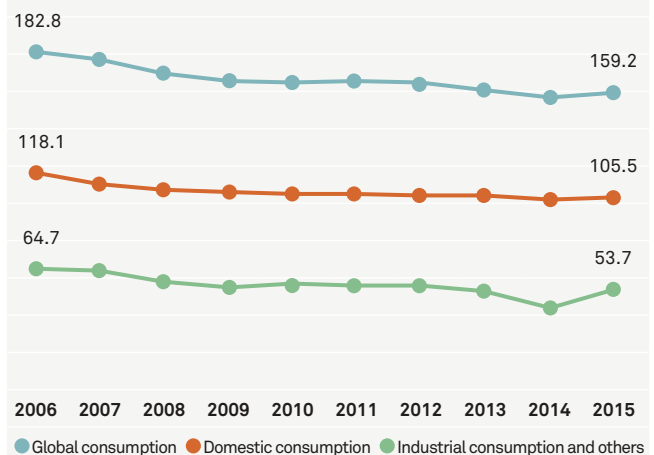
Concentration of <i>Escherichia coli</i> *	16-111 UFC/100 ml
Good visual inspections **	94%

* Values above and below the 90 percentile level. Levels sufficient under current legislation (Royal Decree 1341/2007): 90th percentile = <500 CFU / 100 ml (RD 1341/2007)

** Percentage of visual inspections with no or insignificant presence of floating solids, oil / foam residues of bathers, sea residues (index evaluated during the bathing season)

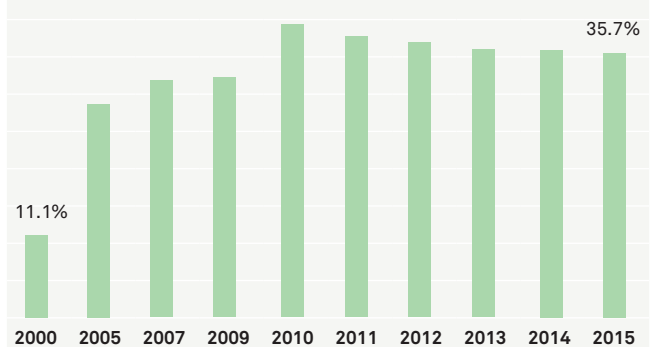
Source: Department of Statistics and Department of the Environment of Barcelona City Council

Water consumption (litres/inhabitant/day)



Source: Department of Statistics and Department of the Environment of Barcelona City Council

Selective waste collection in Barcelona (% on total)



Source: Barcelona City Council, Annual Statistics by Barcelona City Council 2016

Workers* and companies in the green economy** in Barcelona, 2nd quarter 2016

	MINIMUM VALUE	MINIMUM VALUE
Number of workers	26,638	37,988
Weighting / city total employment (%)	2.5%	3.6%
Number of companies	847	2,037
Weighting o / total companies city (%)	1.1%	2.8%

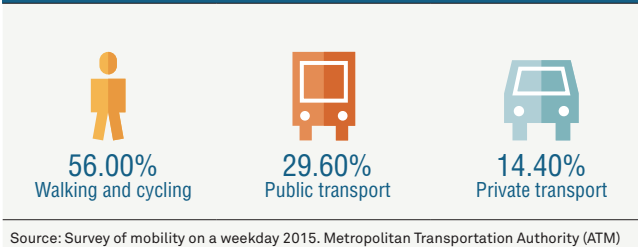
* Affiliates of the General and Self-Employed Social Security schemes

** Includes activities in the traditional environmental sector - water, waste, green energy- and administrative activities, education, ICT and R&D related to them. The minimum and maximum value are estimated using international research criteria

Source: Department of Studies of the Economic and Local Development Policy Department, from data provided by the Employment and Production Model of the Generalitat de Catalunya

SUSTAINABLE MOBILITY

Modes of transport for inner city journeys in Barcelona, 2015 (% on total)



Bicing



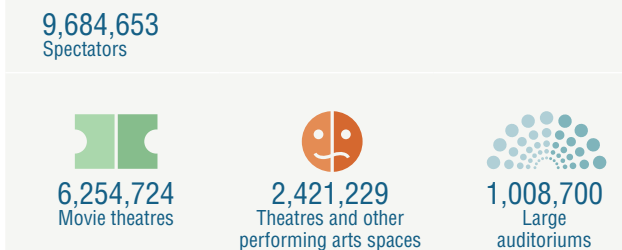
CULTURE AND EDUCATION

Culture and education, 2015

Public libraries (number and users)	40 / 6,175,624
Museums, collections, exhibition centres and sites of architectural interest (number and users)	56 / 29,073,193
Spectators at theatres, music and cinemas	9,684,653
Public sports facilities (number / members)	1,904 / 182,230
Schools, primary and secondary	885
Foreign schools in the Barcelona area	40

Source: Institute of Culture and the Department of Statistics of Barcelona City Council

Spectators: theatre, music and cinema



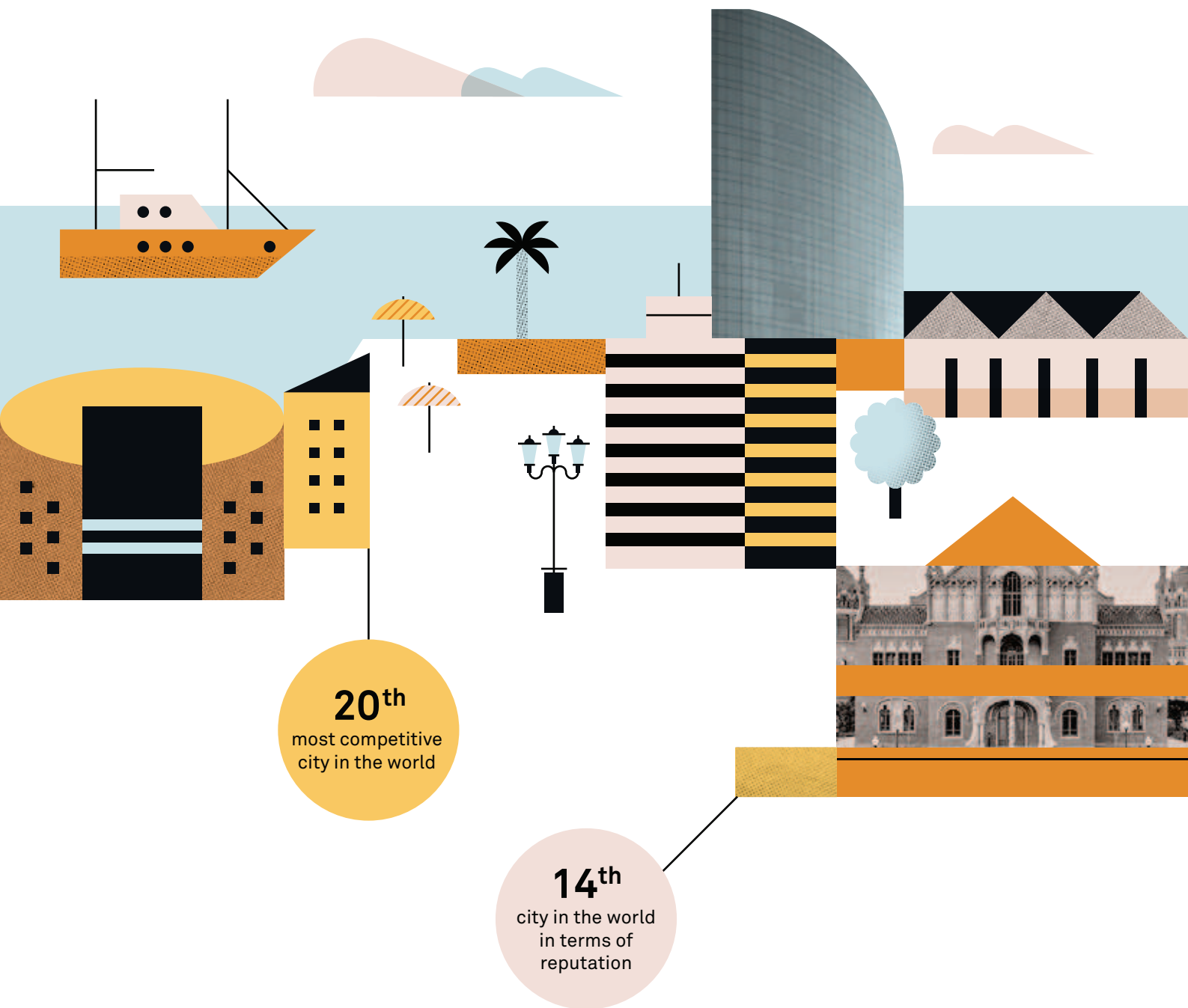
Source: Institute of Culture and the Department of Statistics of Barcelona City Council

Unesco heritage sites in Barcelona

[Palau de la Música Catalana](#)
[Hospital de Sant Pau](#)
[Park Güell](#)
[Palau Güell](#)
[Casa Milà](#)
[Casa Vicens](#)
[Nativity façade and crypt: Sagrada Família](#)
[Casa Batlló](#)
[Crypt at Colònia Güell](#)

Source: UNESCO

International positioning that adds value



20th
most competitive
city in the world

14th
city in the world
in terms of
reputation

- Barcelona continues to be well positioned from an international and European perspective. It is seen as an advanced, competitive and reputable city, which offers its longstanding assets like high quality of life, culture, health, and its attractiveness for tourism, in addition to its growing potential to attract investment and talent, particularly in the area of technology companies and the digital economy.
- Barcelona is an attractive hub for economic activity, as shown by its strong position in terms of global competitiveness (it stands in 20th place in the world, according to the prestigious 2016 Global Power City Index by the Mori Foundation) and in terms of its reputation (14th in 2016's City RepTrak ranking). Barcelona inspires confidence for international investors, standing in eighth position among the main urban areas of the world in terms of foreign investment projects attracted in the period 2012-2016, according to KPMG (Global Cities Investment Monitor 2016).
- In terms of entrepreneurship and knowledge, the city is increasingly seen as a hub for technology innovation, attracting talent in the field of digital entrepreneurship. This has put Barcelona in the European top 10 most attractive European cities in this sector (European Digital City Index) and in terms of its number of start-ups (The European Talent Landscape). Importantly, it has achieved a notable position in terms of scientific academic output.
- As for tourism, the city is amongst the leading cities in terms of hosting congresses and international delegates, according to the ICCA's business tourism rankings or Euromonitor International's ranking of international visitors, as well as in the rankings of cruise passengers at European and world ports. Importantly, the city was placed third in the world in terms of the number of international conferences and delegates hosted in 2015, according to the International Congress and Convention Association.
- In terms of quality of life, Barcelona is considered an attractive place to work and invest and develop new business ideas. Moreover, the city is perceived as an innovative city, closely linked to the creative industries and culture, fashion, architecture, art, modernity and sport.

	Mori Global Power City Index, 2016 10 th European city in terms of global competitiveness 20 th global competitiveness in the world
	City Rep Trak, 2016 14 th city in the world with the best reputation
	European Digital City Index (2016) 9 th European city for digital entrepreneurship
	EY's Attractiveness Survey. Europe 2016 5 th most attractive city in Europe to invest in
	Global Cities Investment Monitor, KPMG, 2016 8 th top city in the world in terms of foreign investment projects, 2012-2016 11 th top city in the world in terms of foreign investment projects, 2016
	Scorecard on Prosperity, 2015 4 th most attractive city for work
	ICCA, 2015 3 rd city in the world for the organisation of international meetings, 2015 3 rd city in the world in terms of number of delegates
	Euromonitor, 2015 and European Cities Marketing Benchmarking Report, 2015/16 8 th European city in tourist numbers 6 th European city in international tourist overnights
	Travellers' choice. Trip Advisor, 2016 11 th city among 25 principal tourist destinations in the world
	Mastercard, Global Destination Cities Index, 2016 12 th city among 20 top global destinations for international tourism 11 th international tourism spending in city
	Cruise Insight, 2015 1 st European city in terms of cruise passengers 4 th city in the world in cruise passenger numbers (2014)
	The Global Language Monitor, 2015 5 th world fashion capital
	World-wide cost of living survey. Mercer Human Resource Consulting, 2016 124 th city in the world for costs of living

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- Courses of Catalan for business
- Barcelona International Community Day

CONTACT US AT citypromotion@barcelonactiva.cat



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